

VIRTUAL COUPONING™ METHOD AND APPARATUS FOR USE WITH
CONSUMER KIOSKABSTRACT OF THE DISCLOSURE

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5 A method and apparatus for distributing, generating,
and redeeming discount Virtual Coupons™, rebate or gift
certificates or the like which may be used on conjunction
with a frequency card program or the like. Virtual Coupons™
may be distributed electronically, for example, in the form
of a diskette or CD-ROM software. Software on the diskette
or CD-ROM may prompt a consumer to call a 1-800 number for a
validation number or code. During the phone call,
10 telemarketing personnel may request consumer demographic and
or identification information which may be entered into a
centralized database. Once the software is validated, a
consumer may print out a list selected Virtual Coupons™
displayed on a Graphical User Interface (GUI). When a
product is purchased, the UPC code of the product may be
15 compared electronically with a list of Virtual Coupons™
authorized for a particular consumer. An appropriate coupon
discount may then be applied and the Virtual Coupon™ may be
considered "redeemed". Once redeemed, consumer ID
information and Virtual Coupon™ information may be retrieved
20 electronically and used to update a central database.
Accurate data may then be produced illustrating which
consumers or groups of consumers are redeeming which Virtual
Coupons™. Such data may be used for marketing purposes or
to generated further diskettes for distribution targeting
25 specific consumers or groups of consumers with specific
classes of Virtual Coupon™ offerings. The use of Virtual
Coupons™ eliminates or reduces fraud, and allows a frequency
card discount to be applied only a limited number of times.